

‘Growing Agritourism’ Workshop

On February 2nd, 2011, Commission staff assisted the UC Small Farm Program with the Sacramento-San Joaquin Delta ‘Growing Agritourism’ all-day workshop, held at the Veterans Memorial Building in Rio Vista. Ninety participants attended the workshop, including existing or potential agritourism operators from all five Delta counties, as well as surrounding areas. The workshop’s attendance and involvement reflected a high level of interest amongst local operators for furthering agritourism activities in the Delta. Sacramento County Supervisor Don Nottoli introduced the workshop. The bulk of the workshop consisted of panel presentations on topics including: agritourism successes, agritourism demand, marketing, regulations, websites, and social media. Representatives of a variety of organizations from Delta counties were involved in the panel presentations, including: Harvest Time in Brentwood, Stockton Convention and Visitors Bureau, Lodi Winegrape Commission, Discover the Delta, Solano County UCCE, Contra Costa and Solano County Planning Departments, and the Brentwood Agricultural Land Trust. The afternoon included small group discussion on selected topics including ordinances, fees and permitting, county-wide and regional agritourism, getting started on agritourism, and websites and social media. A follow-up get together will be held in May or June 2011.